

WHAT IS CLAIMED IS:

1 1. A method of displaying content on a display device of a personal
2 computer system connectable to a content delivery server, the personal computer system
3 including a computing subsystem and a disk drive, the method comprising:

4 selecting a network address for the content delivery server;

5 selecting a server-contacting program;

6 storing the network address and the server-contacting program in the disk
7 drive;

8 installing firmware in the disk drive to initiate execution of the server-
9 contacting program after the disk drive is connected to the computing subsystem
10 in the personal computer system, wherein execution of the server-contacting
11 program includes using the network address for connecting the personal
12 computer system to the content delivery server; and

13 configuring the personal computer system to perform:

14 sending user information to the content delivery server while the
15 personal computer system is connected to the content delivery server;

16 receiving content from the content delivery server; and

17 displaying the content on the display device.

1 2. The method of Claim 1, wherein:

2 the disk drive includes a protected area; and

3 the network address and the server-contacting program are stored in the
4 protected area.

1 3. The method of Claim 1, wherein the firmware comprises a disk
2 controller circuit that automatically initiates execution of the server-contacting program
3 when the disk drive is connected to the computing subsystem in the personal computer
4 system.

1 4. The method of Claim 1, wherein the disk controller circuit delays
2 initiating execution of the server-contacting program until a predetermined period has
3 lapsed.

1 5. The method of Claim 1, wherein the firmware delays initiating execution
2 of the server-contacting program until the firmware determines that a selected number
3 of monitored events exceeds a threshold.

1 6. The method of Claim 5, wherein the monitored events includes the
2 number of boot-ups in the computing subsystem.

1 7. The method of Claim 1, wherein the personal computer system receives
2 content data from the content delivery server and subsequently displays the content
3 during a boot sequence.

1 8. The method of Claim 7, wherein the content of the displayed content
2 data is periodically changed.

1 9. The method of Claim 7, wherein the content data is selected from the
2 group comprising: a content display program, a game, an entertainment program, a
3 utility program, entertainment data, advertisement data, and music data.

1 10. The method of Claim 1, wherein the personal computer system receives
2 content from the content delivery server and subsequently displays the content during a
3 boot sequence.

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11. A personal computer system connectable to a content delivery server having a network address, the personal computer system comprising:

a display generator;

a computing subsystem; and

a disk drive connectable to the computing subsystem, the disk drive comprising:

a network address, and

a server-contacting program; and

a disk controller circuit in the disk drive that, upon the occurrence of a selected condition, determines to initiate execution of the server-contacting program after the disk drive is connected to the computing subsystem in the personal computer system, wherein execution of the server-contacting program includes using the network address for connecting the personal computer system to the content delivery server.

12. The personal computer system of Claim 11, wherein the computing subsystem is configured to send user information to the content delivery server while the personal computer system is connected to the content delivery server, and receive content from the content delivery server, and wherein the display device displays the content during a selected time interval.

13. The personal computer system of Claim 11, wherein the firmware resides in a disk controller circuit.

14. The personal computer system of Claim 11, wherein the disk controller circuit delays initiating execution of the server-contacting program until a predetermined period has lapsed.

15. The personal computer system of Claim 11, wherein the firmware delays initiating execution of the server-contacting program until the firmware determines that a selected number of monitored events exceeds a threshold.

16. The personal computer system of Claim 11, wherein the monitored events includes the number of boot-ups in the computing subsystem.

1 17. The personal computer system of Claim 11, wherein the personal
2 computer system receives content data from the content delivery server and
3 subsequently displays the content during a boot sequence.

1 18. The personal computer system of Claim 17, wherein the content of the
2 displayed content data is periodically changed.

1 19. The personal computer system of Claim 17, wherein the content data is
2 selected from the group comprising: a content display program, a game, an
3 entertainment program, a utility program, entertainment data, advertisement data, and
4 music data.

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